

03/12/2012 11:02:02
Performance Report

13-HD
National Underwriting
Page 1
03/05/2012 -

03/11/2012

Search Criteria: Underwriter: ALL Series: ALL

Program

Air Date & Time

Underwriter(s)

3 STEPS TO INCREDIBLE HEALTH! WITH JOEL FUHRMAN, M

Tue, 03/06/2012 at 02:30 VIEWERS LIKE YOU
Thu, 03/08/2012 at 13:00 VIEWERS LIKE YOU
Fri, 03/09/2012 at 03:00 VIEWERS LIKE YOU
Sun, 03/11/2012 at 07:30 VIEWERS LIKE YOU

This program appeared 4 times between 03/05/2012 and 03/11/2012.

CAT IN THE HAT KNOWS A LOT ABOUT THAT! #139

Thu, 03/08/2012 at 09:00 PTV STATIONS; WONDERBREAD

CAT IN THE HAT KNOWS A LOT ABOUT THAT! #140

Tue, 03/06/2012 at 09:00 PTV STATIONS; WONDERBREAD

CHARLIE ROSE #18051

Mon, 03/05/2012 at 23:00 AMERICAN EXPRESS COMPANY; BLOOMBERG; HERB &
JEANNE S. SIEGEL; COCA-COLA COMPANY; DARLY & STEVEN ROTH
FOUNDATION; L. JOHN DOERR; MR. & MRS. MALCOLM.
H. WIENER; MRS. ROSALIND P. WALTER; STEVEN RATTNER & MAU
REEN WHITE FOUNDATION; WILLIAM B. WIENER JR.
FOUNDATION

CHARLIE ROSE #18052

Tue, 03/06/2012 at 23:30 AMERICAN EXPRESS COMPANY; BLOOMBERG; HERB &
JEANNE S. SIEGEL; COCA-COLA COMPANY; DARLY & STEVEN ROTH
FOUNDATION; L. JOHN DOERR; MR. & MRS. MALCOLM.
H. WIENER; MRS. ROSALIND P. WALTER; STEVEN RATTNER & MAU
REEN WHITE FOUNDATION; WILLIAM B. WIENER JR.
FOUNDATION

CHARLIE ROSE #18053

Wed, 03/07/2012 at 23:00 AMERICAN EXPRESS COMPANY; BLOOMBERG; HERB &
JEANNE S. SIEGEL; COCA-COLA COMPANY; DARLY & STEVEN ROTH
FOUNDATION; L. JOHN DOERR; MR. & MRS. MALCOLM.
H. WIENER; MRS. ROSALIND P. WALTER; STEVEN RATTNER & MAU
REEN WHITE FOUNDATION; WILLIAM B. WIENER JR.
FOUNDATION

CHARLIE ROSE #18054

Thu, 03/08/2012 at 23:30 AMERICAN EXPRESS COMPANY; BLOOMBERG; HERB &

JEANNE S. SIEGEL; COCA-COLA COMPANY; DARLY & STEVEN ROTH
FOUNDATION; L. JOHN DOERR; MR. & MRS. MALCOLM.
H. WIENER; MRS. ROSALIND P. WALTER; STEVEN RATTNER & MAU
REEN WHITE FOUNDATION; WILLIAM B. WIENER JR.
FOUNDATION

CHARLIE ROSE #18055

Sat, 03/10/2012 at 00:30 AMERICAN EXPRESS COMPANY; BLOOMBERG; HERB &
JEANNE S. SIEGEL; COCA-COLA COMPANY; DARLY & STEVEN ROTH
FOUNDATION; L. JOHN DOERR; MR. & MRS. MALCOLM.
H. WIENER; MRS. ROSALIND P. WALTER; STEVEN RATTNER & MAU
REEN WHITE FOUNDATION; WILLIAM B. WIENER JR.
FOUNDATION

03/12/2012 11:02:02 13-HD
Performance Report National Underwriting
Page 2
03/11/2012 03/05/2012 -

Search Criteria: Underwriter: ALL Series: ALL

Program

Air Date & Time

Underwriter(s)

CLIFFORD THE BIG RED DOG #215

Mon, 03/05/2012 at 11:00 CPB; CHUCK E. CHEESE'S; PTV STATIONS; READY TO
LEARN AGREEMENT DEPT. OF EDU. THROUGH PBS

CLIFFORD THE BIG RED DOG #216

Tue, 03/06/2012 at 11:00 CPB; CHUCK E. CHEESE'S; PTV STATIONS; READY TO
LEARN AGREEMENT DEPT. OF EDU. THROUGH PBS

CLIFFORD THE BIG RED DOG #217

Wed, 03/07/2012 at 11:00 CPB; CHUCK E. CHEESE'S; PTV STATIONS; READY TO
LEARN AGREEMENT DEPT. OF EDU. THROUGH PBS

CLIFFORD THE BIG RED DOG #218

Thu, 03/08/2012 at 11:00 CPB; CHUCK E. CHEESE'S; PTV STATIONS; READY TO
LEARN AGREEMENT DEPT. OF EDU. THROUGH PBS

CLIFFORD THE BIG RED DOG #219

Fri, 03/09/2012 at 11:00 CPB; CHUCK E. CHEESE'S; PTV STATIONS; READY TO
LEARN AGREEMENT DEPT. OF EDU. THROUGH PBS

CYBERCHASE #103

Tue, 03/06/2012 at 16:30 ARTHUR VINING DAVIS FOUNDATION; CPB; INTEL

FOUNDATION; KETTERING FAMILY FOUNDATION; NSF; PTV STATIONS;
THE VOLCKHAUSEN FAMILY

CYBERCHASE #203

Thu, 03/08/2012 at 16:30 CPB; INTEL FOUNDATION; KETTERING FAMILY
FOUNDATION; NSF; PTV STATIONS; THE VOLCKHAUSEN FAMILY

CYBERCHASE #508

Fri, 03/09/2012 at 16:30 ERNST & YOUNG, LLP; INTEL FOUNDATION; NSF;
NORTHROP GRUMMAN; PTV STATIONS; THE VOLCKHAUSEN FAMILY

CYBERCHASE #610

Wed, 03/07/2012 at 16:30 CPB; ERNST & YOUNG, LLP; NSF; NORTHROP GRUMMAN;
PTV STATIONS; THE VOLCKHAUSEN FAMILY

CYBERCHASE #801

Mon, 03/05/2012 at 16:30 CPB; ERNST & YOUNG, LLP; NSF; NORTHROP GRUMMAN;
PTV STATIONS; THE VOLCKHAUSEN FAMILY

DR. WAYNE DYER - WISHES FULFILLED

Mon, 03/05/2012 at 20:00	VIEWERS LIKE YOU
Wed, 03/07/2012 at 01:00	VIEWERS LIKE YOU
Fri, 03/09/2012 at 13:00	VIEWERS LIKE YOU
Sat, 03/10/2012 at 08:00	VIEWERS LIKE YOU
Sun, 03/11/2012 at 14:00	VIEWERS LIKE YOU

This program appeared 5 times between 03/05/2012 and 03/11/2012.

03/12/2012 11:02:02	13-HD
Performance Report	National Underwriting
	Page 3
03/11/2012	03/05/2012 -

Search Criteria: Underwriter: ALL Series: ALL

Program	
Air Date & Time	Underwriter(s)

ELECTRIC COMPANY #119H

Wed, 03/07/2012 at 17:00	AMERICAN GREETINGS; CPB; PTV STATIONS; U.S.
DEPARTMENT OF EDUCATION	

ELECTRIC COMPANY #202H

Mon, 03/05/2012 at 17:00	AMERICAN GREETINGS; CPB; PTV STATIONS; U.S.
DEPARTMENT OF EDUCATION	
Fri, 03/09/2012 at 17:00	AMERICAN GREETINGS; CPB; PTV STATIONS; U.S.
DEPARTMENT OF EDUCATION	

This program appeared 2 times between 03/05/2012 and 03/11/2012.

ELECTRIC COMPANY #303H

Tue, 03/06/2012 at 17:00 AMERICAN GREETINGS; CPB; PTV STATIONS; U.S.
DEPARTMENT OF EDUCATION

ELECTRIC COMPANY #305H

Thu, 03/08/2012 at 17:00 AMERICAN GREETINGS; CPB; PTV STATIONS; U.S.
DEPARTMENT OF EDUCATION

FRANNY'S FEET #406

Mon, 03/05/2012 at 12:30 THE ARTHUR VINING DAVIS FOUNDATIONS; THIRTEEN
ASSOCIATES

FRANNY'S FEET #407

Tue, 03/06/2012 at 12:30 THE ARTHUR VINING DAVIS FOUNDATIONS; THIRTEEN
ASSOCIATES

GREAT PERFORMANCES #3705

Sat, 03/10/2012 at 17:00 FILOMEN M. D'AGOSTINO FOUNDATION; LUESTHER MERTZ;
NEA; PTV STATIONS; PHILIP & JANICE LEVIN FOUNDATION;
THE STARR FOUNDATION; VIVIAN MILSTEIN

IDINA MENZEL LIVE-BAREFOOT AT THE SYMPHONY

Tue, 03/06/2012 at 21:30 VIEWERS LIKE YOU
Sun, 03/11/2012 at 23:30 VIEWERS LIKE YOU

This program appeared 2 times between 03/05/2012 and 03/11/2012.

MARTHA SPEAKS #106H

Mon, 03/05/2012 at 15:30 CPB; CHICK-FIL-A; CHUCK E. CHEESE'S; KIDDIE
ACADEMY; PTV STATIONS; RTL AGREEMENT FROM THE U.S. DEPT.
OF EDU. THRU PBS

MARTHA SPEAKS #107H

Tue, 03/06/2012 at 15:30 CPB; CHICK-FIL-A; CHUCK E. CHEESE'S; KIDDIE
ACADEMY; PTV STATIONS; RTL AGREEMENT FROM THE U.S. DEPT.
OF EDU. THRU PBS

03/12/2012 11:02:02 13-HD
Performance Report National Underwriting
Page 4
03/05/2012 -
03/11/2012

Search Criteria: Underwriter: ALL Series: ALL

Program
Air Date & Time Underwriter(s)

MARTHA SPEAKS #302H

Wed, 03/07/2012 at 15:30 CHICK-FIL-A; CHUCK E. CHEESE'S; KIDDIE ACADEMY;
PTV STATIONS; RTL AGREEMENT FROM THE U.S. DEPT. OF
EDU. THRU CPB; WGBH CHILDREN'S EDUCATIONAL MEDIA
FUND

NEED TO KNOW #226H

Fri, 03/09/2012 at 20:30 BERNARD & IRENE SCHWARTZ; CPB; CHERYL & PHILIP
MILSTEIN FAMILY FOUNDATION; JAMES & MERRYL TISCH; THE
WINSTON FOUNDATION; JOSH & JUDY WESTON; MIRIAM &
IRA D. WALLACH FOUNDATION; MUTUAL OF AMERICA; NASDAQ ST
OCK MARKET EDUCATIONAL FOUNDATION; PTV STATIONS;
THE JOHN D. AND CATHERINE T. MACARTHUR FOUNDATION

NIGHTLY BUSINESS REPORT #31176Z

Mon, 03/05/2012 at 18:30 FRANKLIN TEMPLETON

NIGHTLY BUSINESS REPORT #31177Z

Tue, 03/06/2012 at 18:30 FRANKLIN TEMPLETON

NIGHTLY BUSINESS REPORT #31178Z

Wed, 03/07/2012 at 18:30 FRANKLIN TEMPLETON

NIGHTLY BUSINESS REPORT #31179Z

Thu, 03/08/2012 at 18:30 FRANKLIN TEMPLETON

NIGHTLY BUSINESS REPORT #31180Z

Fri, 03/09/2012 at 18:30 FRANKLIN TEMPLETON

OSCAR HAMMERSTEIN II - OUT OF MY DREAMS

Tue, 03/06/2012 at 20:00 VIEWERS LIKE YOU

PBS NEWSHOUR #10277H

Mon, 03/05/2012 at 19:00 ALFRED P. SLOAN FOUNDATION; BILL & MELINDA GATES
FOUNDATION; BURLINGTON NORTHERN FOUNDATION; CPB;
CALIFORNIA HEALTH CARE FOUNDATION; CHEVRON
CORPORATION; DAVID & LUCILE PACKARD FOUNDATION; INTEL CORPORATIO
N; J. RODERICK MACARTHUR FOUNDATION; JOHN S. &
JAMES L. KNIGHT FOUNDATION; KAZANJIAN ECONOMICS FOUNDATION;
ORFALEA FMILY FOUNDATION; PTV STATIONS; PACIFIC
LIFE INSURANCE CO.; PARK FOUNDATION; POETRY FOUNDATION; TH
E GRUBER FAMILY FOUNDATION; THE KRESGE
FOUNDATION; TOYOTA MOTOR NORTH AMERICA; UNITED HEALTHCARE

PBS NEWSHOUR #10279H

Wed, 03/07/2012 at 19:00 ALFRED P. SLOAN FOUNDATION; BILL & MELINDA GATES
FOUNDATION; BURLINGTON NORTHERN FOUNDATION; CPB;
CALIFORNIA HEALTH CARE FOUNDATION; CHEVRON
CORPORATION; DAVID & LUCILE PACKARD FOUNDATION; INTEL CORPORATIO
N; J. RODERICK MACARTHUR FOUNDATION; JOHN S. &

JAMES L. KNIGHT FOUNDATION; KAZANJIAN ECONOMICS FOUNDATION;
ORFALEA FMILY FOUNDATION; PTV STATIONS; PACIFIC
LIFE INSURANCE CO.; PARK FOUNDATION; POETRY FOUNDATION; TH
E GRUBER FAMILY FOUNDATION; THE KRESGE
FOUNDATION; TOYOTA MOTOR NORTH AMERICA; UNITED HEALTHCARE

03/12/2012 11:02:02
Performance Report

13-HD
National Underwriting
Page 5
03/05/2012 -

03/11/2012

Search Criteria: Underwriter: ALL Series: ALL

Program
Air Date & Time Underwriter(s)

PBS NEWSHOUR #10280H

Thu, 03/08/2012 at 19:00 ALFRED P. SLOAN FOUNDATION; BILL & MELINDA GATES
FOUNDATION; BURLINGTON NORTHERN FOUNDATION; CPB;
CALIFORNIA HEALTH CARE FOUNDATION; CHEVRON
CORPORATION; DAVID & LUCILE PACKARD FOUNDATION; INTEL CORPORATIO
N; J. RODERICK MACARTHUR FOUNDATION; JOHN S. &
JAMES L. KNIGHT FOUNDATION; KAZANJIAN ECONOMICS FOUNDATION;
ORFALEA FMILY FOUNDATION; PTV STATIONS; PACIFIC
LIFE INSURANCE CO.; PARK FOUNDATION; POETRY FOUNDATION; TH
E GRUBER FAMILY FOUNDATION; THE KRESGE
FOUNDATION; TOYOTA MOTOR NORTH AMERICA; UNITED HEALTHCARE

PBS NEWSHOUR #10281H

Fri, 03/09/2012 at 19:00 ALFRED P. SLOAN FOUNDATION; BILL & MELINDA GATES
FOUNDATION; BURLINGTON NORTHERN FOUNDATION; CPB;
CALIFORNIA HEALTH CARE FOUNDATION; CHEVRON
CORPORATION; DAVID & LUCILE PACKARD FOUNDATION; INTEL CORPORATIO
N; J. RODERICK MACARTHUR FOUNDATION; JOHN S. &
JAMES L. KNIGHT FOUNDATION; KAZANJIAN ECONOMICS FOUNDATION;
ORFALEA FMILY FOUNDATION; PTV STATIONS; PACIFIC
LIFE INSURANCE CO.; PARK FOUNDATION; POETRY FOUNDATION; TH
E GRUBER FAMILY FOUNDATION; THE KRESGE
FOUNDATION; TOYOTA MOTOR NORTH AMERICA; UNITED HEALTHCARE

SID THE SCIENCE KID #104H

Mon, 03/05/2012 at 08:00 FIRST 5 CALIFORNIA; PTV STATIONS; ROSE HILLS
FOUNDATION; THE ARTHUR VINING DAVIS FOUNDATION; THE
ARTHUR VINING DAVIS FOUNDATIONS; THE BOEING
COMPANY; THE ROSE HILLS FOUNDATION

SID THE SCIENCE KID #105H

Tue, 03/06/2012 at 08:00 FIRST 5 CALIFORNIA; PTV STATIONS; ROSE HILLS
FOUNDATION; THE ARTHUR VINING DAVIS FOUNDATION; THE
ARTHUR VINING DAVIS FOUNDATIONS; THE BOEING
COMPANY; THE ROSE HILLS FOUNDATION

SID THE SCIENCE KID #106H

Wed, 03/07/2012 at 08:00 FIRST 5 CALIFORNIA; PTV STATIONS; ROSE HILLS
FOUNDATION; THE ARTHUR VINING DAVIS FOUNDATIONS; THE
BOEING COMPANY

SID THE SCIENCE KID #107H

Thu, 03/08/2012 at 08:00 FIRST 5 CALIFORNIA; PTV STATIONS; ROSE HILLS
FOUNDATION; THE ARTHUR VINING DAVIS FOUNDATIONS; THE
BOEING COMPANY

SID THE SCIENCE KID #108H

Fri, 03/09/2012 at 08:00 FIRST 5 CALIFORNIA; PTV STATIONS; ROSE HILLS
FOUNDATION; THE ARTHUR VINING DAVIS FOUNDATIONS; THE
BOEING COMPANY

SUPER TUESDAY: A PBS NEWSHOUR SPECIAL REPORT #000H

Tue, 03/06/2012 at 23:00 CPB; PTV STATIONS

SUPERSTARS OF SEVENTIES SOUL LIVE (MY MUSIC)

Sat, 03/10/2012 at 21:00 VIEWERS LIKE YOU

03/12/2012 11:02:02
Performance Report

13-HD
National Underwriting
Page 6
03/05/2012 -

03/11/2012

Search Criteria: Underwriter: ALL Series: ALL

Program

Air Date & Time

Underwriter(s)

TAVIS SMILEY #2551Z

Tue, 03/06/2012 at 00:00 PTV STATIONS; WAL-MART STORES, INC.

TAVIS SMILEY #2552Z

Wed, 03/07/2012 at 00:30 PTV STATIONS; WAL-MART STORES, INC.

TAVIS SMILEY #2553Z

Thu, 03/08/2012 at 00:00 PTV STATIONS; WAL-MART STORES, INC.

TAVIS SMILEY #2554Z

Fri, 03/09/2012 at 00:30 PTV STATIONS; WAL-MART STORES, INC.

THOMAS & FRIENDS #807H

Mon, 03/05/2012 at 12:00 ORAJEL

THOMAS & FRIENDS #808H

Tue, 03/06/2012 at 12:00 ORAJEL

THOMAS & FRIENDS #809H

Wed, 03/07/2012 at 12:00 ORAJEL

THOMAS & FRIENDS #810H

Thu, 03/08/2012 at 12:00 ORAJEL

WASHINGTON WEEK #5137H

Fri, 03/09/2012 at 20:00 AT&T; CPB; NORFOLK SOUTHERN CORPORATION; PTV STATIONS; PRUDENTIAL FINANCIAL, INC; THE BOEING COMPANY

WILD KRATTS #120H

Mon, 03/05/2012 at 06:00 AGE OF LEARNING; CPB; PTV STATIONS

WILD KRATTS #121H

Tue, 03/06/2012 at 06:00 AGE OF LEARNING; CPB; PTV STATIONS

WILD KRATTS #122H

Wed, 03/07/2012 at 06:00 AGE OF LEARNING; CPB; PTV STATIONS

03/12/2012 11:02:02
Performance Report

13-HD
National Underwriting
Page 7
03/05/2012 -

03/11/2012

Search Criteria: Underwriter: ALL Series: ALL

Program
Air Date & Time Underwriter(s)

WILD KRATTS #123H

Thu, 03/08/2012 at 06:00 AGE OF LEARNING; CPB; PTV STATIONS

WILD KRATTS #124H

Fri, 03/09/2012 at 06:00 AGE OF LEARNING; CPB; PTV STATIONS

WORDGIRL #220H

Tue, 03/06/2012 at 16:00 CHUCK E. CHEESE'S; PTV STATIONS

WORDGIRL #222H

Wed, 03/07/2012 at 16:00 CHUCK E. CHEESE'S; PTV STATIONS

WORDGIRL #223H

Thu, 03/08/2012 at 16:00 CHUCK E. CHEESE'S; PTV STATIONS
WORDGIRL #224H

Fri, 03/09/2012 at 16:00 CHUCK E. CHEESE'S; PTV STATIONS
WORDGIRL #312H

Mon, 03/05/2012 at 16:00 CHUCK E. CHEESE'S; PTV STATIONS